

**Start now
by building
awareness**

**You can make a
difference!**

Partnership And Promotion

Suggested Activities for Your Organization

Name a Champion!

Identify a Census 2000 coordinator to develop and implement a partnership plan of action to promote participation in the census among employees and throughout your community.

Call a Meeting!

Call public and in-house meetings to help constituents and the community-at-large to increase awareness of the census and promote its benefits to the community.

Issue a Proclamation!

Make a public statement supporting the census. Publicize it. Post it. Explain how the census benefits your community. Emphasize confidentiality.

Get Others Involved!

Establish a Complete Count Committee comprised of community, business and civic leaders to develop and implement local activities to promote the census. Identify people of influence to record public service announcements, appear on local television and radio shows about the census. Encourage the use of census educational materials in schools. Encourage local businesses to post census materials and sponsor local events.

Spread the Word!

Produce messages and promotional materials tailored to your community. Insert census flyers, articles and announcements in newsletters and other publications. Put information about the census in mailings/ paychecks/utility bills to your members /employees/customers. Print census messages on products, bags, envelopes and sales bulletins. Display promotional materials everywhere. Recruit community leaders for a "telephone campaign," stressing the importance of the census and requesting that forms are filled out promptly.

Call a Press Conference!

Call periodic press conferences for your highest official or other influential community leaders to talk about the importance of the census.

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U.S. Department of Commerce
Economics and Statistics Administration
BUREAU OF THE CENSUS

An Equal Opportunity Employer
U.S. Census Bureau

Lend a Hand!

Establish, publicize locations of, and recruit volunteers to operate Questionnaire Assistance Centers for persons who need assistance in completing their census questionnaire. Publicize the "Census Help Line," our toll-free number for questionnaire assistance.

Focus on Community!

When mail return rates are publicized, launch a campaign in low response areas stressing "it is not too late to respond" to the census.

After census questionnaires have been delivered, publicize sites where people can obtain blank census questionnaires if 1) they think they were not included on the questionnaire that was sent from their household, 2) lost their questionnaire, or 3) did not receive a questionnaire.

Encourage churches, ministerial alliances and other religious organizations to motivate participation in the census among their members and congregations by using census developed materials for religious organizations.

Encourage tenant and homeowner associations officials to distribute materials encouraging return of the questionnaire.

Encourage people to open their doors to census takers.

Help dispel myths about the census. Reassure everyone that answering the census is safe.

After April 15, 2000

Alert the Media!

Schedule press conferences for highest elected officials and other influential leaders to alert community that census takers will be visiting homes of persons who have not responded; show how enumerators can be identified; and encourage cooperation. Schedule other media opportunities to encourage participation. Continue publicity and promotion of the benefits of the census and the importance of a complete count.

Get Out the Help!

Mobilize gatekeepers and community leaders to assist census takers in areas that are difficult to enumerate or where danger may be apparent. Assist local census staff in identifying tenant and homeowner association representatives who can facilitate gaining access to gated and high security communities and buildings.



Make It an Event!

Include census information and other promotional efforts in agency sponsored community events, such as parades, fairs, ethnic festivals and other gatherings. Include Census 2000 on the agendas of meetings and community events. Provide exhibit booths. Invite census staff to make presentations.

Identify Special Needs!

Identify areas that are likely to be most difficult to enumerate and 1) develop a contingency plan of action that can be used if initial mail returns are low and 2) assist the Census Bureau by confirming or revising its planned procedures for enumeration. Provide the Census Bureau with a list of places (soup kitchens, shelters, food pantries) where people without a usual residence obtain services.

Help translate promotional materials into languages represented in your area.

Be Innovative!

Include census messages on your Internet sites and create links to the Census Bureau's Internet site at <http://www.census.gov>. Surprise us with great ideas which we never thought of.

Encourage the quick return of census questionnaires.

Census information helps your community get financial assistance for roads, hospitals, schools and more.

Mid-March to Mid-April 2000

Get Organized!

Hold a ceremonial kickoff to publicize delivery of census forms. Organize community groups to conduct a "Quick Response" campaign. Have materials encouraging questionnaire return distributed at all government and community agencies that have public contact services and programs.

Get Moving!

Intensify outreach and promotion campaign focusing on importance of the census to your community. Identify local sports and entertainment personalities to appear on local TV and radio stations urging quick response to the census. Publicize that answering the census is safe, and it is important that everyone in the household is counted.

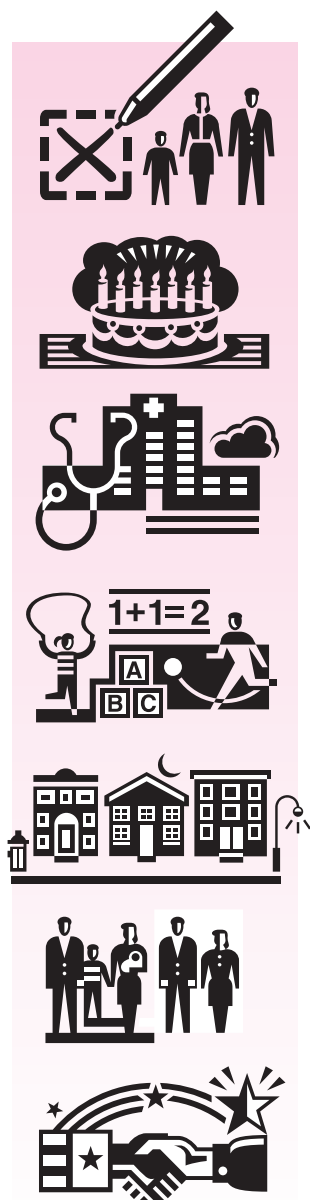


If you represent a NATIONAL organization and need additional information about partnership opportunities, contact Laura Sewell on 301-457-2989,
E-mail at <Laura.A.Sewell@ccmail.census.gov> or
mail to U.S. Census Bureau, FLD, Room 1210-2, Washington, DC 20233.

If you represent a local organization and need information, call one of the numbers below.

Thank You!

For more information on promotion, materials available, census jobs, and census speakers. Call your regional partnership coordinator at the numbers listed on this page.



Call this If you live here...	Regional Partnership Coordinator...	In this Census Center...	At this Telephone #...
Alabama	Stephanye Staggers-Profit	Atlanta	404-331-0573
Alaska	Tim Olson	Seattle	206-553-5882
Arizona	Pamela Lucero	Denver	303-231-5029
Arkansas	Ben Arzu	Kansas City	816-801-2020
California 1	Reina Ornelas	Los Angeles	818-904-6522
California 1	Tim Olson	Seattle	206-553-5882
Colorado	Pamela Lucero	Denver	303-231-5029
Connecticut	Tia Costello (Acting)	Boston	617-424-4977
Delaware	Lyn Kirshenbaum	Philadelphia	215-597-8312
District of Columbia	Lyn Kirshenbaum	Philadelphia	215-597-8312
Florida	Stephanye Staggers-Profit	Atlanta	404-331-0573
Georgia	Stephanye Staggers-Profit	Atlanta	404-331-0573
Hawaii	Reina Ornelas	Los Angeles	818-904-6522
Idaho	Tim Olson	Seattle	206-553-5882
Illinois	Marilyn Stephens	Chicago	312-353-9759
Indiana	Marilyn Stephens	Chicago	312-353-9759
Iowa	Ben Arzu	Kansas City	816-801-2020
Kansas	Ben Arzu	Kansas City	816-801-2020
Kentucky	Victoria Burke	Charlotte	704-344-6624
Louisiana	Mike Hall	Dallas	214-655-3060
Maine	Tia Costello (Acting)	Boston	617-424-4977
Maryland	Lyn Kirshenbaum	Philadelphia	215-597-8312
Massachusetts	Tia Costello (Acting)	Boston	617-424-4977
Michigan	Vince Kountz	Detroit	248-967-9524
Minnesota	Ben Arzu	Kansas City	816-801-2020
Mississippi	Mike Hall	Dallas	214-655-3060
Missouri	Ben Arzu	Kansas City	816-801-2020
Montana	Pamela Lucero	Denver	303-231-5029
Nebraska	Pamela Lucero	Denver	303-231-5029
Nevada	Pamela Lucero	Denver	303-231-5029
New Hampshire	Tia Costello (Acting)	Boston	617-424-4977
New Jersey 2	Lyn Kirshenbaum	Philadelphia	215-597-8312
New Jersey 2	Alice Chin	New York	212-620-7702
New Mexico	Pamela Lucero	Denver	303-231-5029
New York 3	Tia Costello (Acting)	Boston	617-424-4977
New York 3	Alice Chin	New York	212-620-7702
North Carolina	Victoria Burke	Charlotte	704-344-6624
North Dakota	Pamela Lucero	Denver	303-231-5029
Ohio	Vince Kountz	Detroit	248-967-9524
Oklahoma	Ben Arzu	Kansas City	816-801-2020
Oregon	Tim Olson	Seattle	206-553-5882
Pennsylvania	Lyn Kirshenbaum	Philadelphia	215-597-8312
Rhode Island	Tia Costello (Acting)	Boston	617-424-4977
South Carolina	Victoria Burke	Charlotte	704-344-6624
South Dakota	Pamela Lucero	Denver	303-231-5029
Tennessee	Victoria Burke	Charlotte	704-344-6624
Texas	Mike Hall	Dallas	214-655-3060
Utah	Pamela Lucero	Denver	303-231-5029
Vermont	Tia Costello (Acting)	Boston	617-424-4977
Virginia	Victoria Burke	Charlotte	704-344-6624
Washington	Tim Olson	Seattle	206-553-5882
West Virginia	Vince Kountz	Detroit	248-967-9524
Wisconsin	Marilyn Stephens	Chicago	312-353-9759
Wyoming	Pamela Lucero	Denver	303-231-5029
Puerto Rico	Hector Feliciano	Puerto Rico	787-771-3660
U.S. Virgin Islands, American Samoa, Commonwealth of Northern Mariana Islands, Guam	Kim Giesbrecht	Census Bureau Suitland, MD	301-457-4038

¹ If you reside in Fresno, Imperial, Inyo, Kern, Kings, Los Angeles, Madera, Mariposa, Merced, Monterey, Orange, Riverside, San Benito, San Diego, San Luis Obispo, Santa Barbara, Tulare or Ventura counties, call the Los Angeles Regional Census Center (RCC). If in another California county, call the Seattle RCC.

² If you live in Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset, Sussex, Union or Warren counties, call the New York RCC. If in another New Jersey county, call the Philadelphia RCC.

³ If you reside in Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, Suffolk or Westchester counties, call the New York RCC. If in another county in the state, contact the Boston RCC.